GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1841
ANSWERED ON:14.03.2002
IMPACT OF PAK TV IN J & K
DINESH CHANDRA YADAV;RADHA MOHAN SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have made any assessment recently of the performance of the AIRand Doordarshan in Jammu & Kashmir for countering the negative publicity and propaganda by Pakistan on the Kashmir issue;

(b) if so, the details thereof;

(c) the measures taken by the Government to remove the deficiencies identified to make AIRand Doordarshan an effective media for the purpose; and

(d) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): Prasar Bharati has informed that Doordarshan has made an analysis ofviewership and usefulness of the programmes telecast to counter the Pak propaganda and the negative publicity on Kashmir. The survey has found that the programmes reflect the true conditions in Kashmir and expose the false propaganda of Pakistan.

Under the J&K Special Package, extension and upgradation of AIR and Doordarshaninfrastructure have been undertaken in order to increase the electronic media coverage in border areas. Suitable programmes are aired by All India Radio and Doordarshan to counter hostile propaganda and to maintain communal harmony.